

PACE UNIVERSITY SIGNS 21-YEAR LEASE ON STATELY DOWNTOWN BUILDING TO HOUSE SURGING PERFORMING ARTS DEPARTMENT

MOVE SIGNALS NATIONAL DEMAND FOR PACE UNDERGRADUATE PERFORMING ARTS PROGRAMS, BROADENED UNIVERSITY IDENTITY

140 WILLIAM STREET ANCHORS RECENT PACE EXPANSION IN HEART OF LOWER MANHATTAN

NEW YORK, NY -- [Pace University](#) has signed a 21-year lease on **140 William Street**, a prime 49,200 square foot building at the corner of Fulton and William Streets in the heart of Lower Manhattan. The building will be the new home of the undergraduate [Performing Arts Department](#) in Pace's [Dyson College of Arts and Sciences](#), hosting public performances and events of local and national interest by the department's increasingly extensive acting, musical theatre and dance programs and by the acclaimed [Actors Studio Drama School at Pace](#).

Scheduled to open for the fall 2012 semester, the seven-story building will be renovated to house classrooms, studio and practice spaces, scene and costume shops, a TV studio, multiple performance spaces and a **state-of-the-art, 100-seat theater** to be used year-round.

The upgrade to the building's interior will be partially funded by a **\$1 million grant** from the **Lower Manhattan Development Corporation**, which cited the project's potential to "continue the ongoing transformation of Downtown Manhattan." According to Pace University President **Stephen J. Friedman**, "By creating a hub for the arts in the heart of one of New York City's most rapidly evolving neighborhoods; Pace is helping make sure that the area keeps attracting residents, visitors, jobs and private investment well into the future."

Known for its industry-focused approach combining conservatory-style training by working industry professionals, one-on-one mentorship, and a strong foundation in the liberal arts, the undergraduate program over the last decade has surged from approximately 100 students to nearly 400. Under **Nira Herrmann**, PhD, named Dean of Dyson College in 2004, the department added the professionally oriented Bachelor of Fine Arts degrees in **Acting and Musical Theater** as well as a **Commercial Dance** program. It now averages 1,000 applicants a year for just 100 open spots.

With the appointment this fall of a new department chair, **Jorge Luis Cacheiro**, who most recently founded the groundbreaking **New Works Initiative at Montclair State University**, Pace is poised to become a destination and major innovator for students looking to pursue all facets of the performing arts: acting for film, theater and television; musical theater; dance; directing; and design for film, the stage, and television.

"We are in the business of both creative arts education and the commercial entertainment industry," Cacheiro says. "This is our contemporary reality. I believe the two-way crossover between the university world and the larger industry offers students immense opportunities in both their training and their career prospects as young artists and creative thinkers."

Incubator

Having just inaugurated the trailblazing program in Commercial Dance, under Cacheiro the department is launching four additional major initiatives this year: a program of **national recruitment** for Performing Arts students; **Pace@La MaMa**, a producing partnership with the iconic East Village institution; a **Pace Performing Arts Series** of public talks with leading industry professionals; and the **Pace New Works Initiative**, an incubator that will develop and produce new original works for the American theatre and dance worlds. The New Works Initiative joins **Pace New Musicals**, headed by musical theater program director **Amy Rogers**, in making Pace an important national incubator.

“We believe a student’s career begins the day he or she arrives at Pace,” says Herrmann. “Our professors are professionals in their fields, and our programs give students the opportunities and academic flexibility to start working in the industry long before graduation.” In addition to participating in over 50 Pace productions a year with the flexibility to work professionally in Broadway plays, national tours, commercials and films while completing their core requirements, students can also pursue recently-created courses in **Arts & Entertainment Management** in conjunction with the University’s renowned [Lubin School of Business](#).

A different Pace in a different neighborhood

The expansion of Pace’s downtown campus is emblematic of its overall growth into a fully competitive professional university serving students across multiple disciplines. No longer primarily a commuter school, Pace currently is adding a new downtown student residence to two others opened in the last decade, and is working on major rearrangements and renovations of its Westchester County campuses as well as the one in the city.

The changes also enhance Pace’s commitment to the current revitalization and community development in its Lower Manhattan home. In addition to the new performance spaces slated for 140 William Street and its multitude of highly professional student productions, the University also operates the [Michael Schimmel Center for the Arts](#). The Schimmel Center is home to **Pace Presents**, currently in its inaugural season, an annual series which brings national and international musicians, dancers, productions and artists to Lower Manhattan, as well as to Bravo’s **Inside the Actor’s Studio** with Dean Emeritus **James Lipton**. The broadcast is the craft seminar of the Actors Studio Drama School at Pace, which produces and presents graduate workshop productions and an annual repertory season at the Lower Manhattan campus, all of which also are open to the public.

About Pace University

For more than 100 years, Pace University has been preparing students to become leaders in their fields by providing an education that combines exceptional academics with professional experience and the New York advantage. Pace has three campuses, in New York City, Westchester and White Plains. A private metropolitan university, Pace enrolls approximately 13,500 students in bachelor’s, master’s, and doctoral programs in the Dyson College of Arts and Sciences, the Lienhard School of Nursing, the Lubin School of Business, the School of Education, the Seidenberg School of Computer Science and Information Systems and the School of Law.

<http://www.pace.edu>

**For more information, please contact
Chris Schimpf, Krista Williams or Carla Sacks at Sacks & Co., 212.741.1000,
chris.schimpf@sacksco.com, krista.williams@sacksco.com or carla@sacksco.com.**